

**FOLD N FLAIR**

**LAUNCH PRESS RELEASE**

PROSENJIT BHATTACHARYA, CEO  
(716) 431-9812  
[Support@FoldNFlair.com](mailto:Support@FoldNFlair.com)  
[FoldNFlair.com](https://FoldNFlair.com)



FOR IMMEDIATE RELEASE

## **FOLD N FLAIR LAUNCHES NAMESAKE TWO-IN-ONE HAIR ACCESSORY**

*Unfold Style, Clip Comfort*

**LONG BEACH, CA – FEBRUARY 5<sup>th</sup> 2024** – Today, Fold N Flair announced the availability of their flagship product, a two-in-one collapsible and convenient hair accessory, the Fold N Flair.

With hair accessories on the rise, Fold N Flair’s CEO, Prosenjit Bhattacharya came up with the idea for a compact, multi-use item that one could easily grab on the go. “My wife wanted something that she could easily slip into her bag and not have to worry about it breaking”, says Bhattacharya. This became a collapsible headband which can transform into a stylish hair clip. “It’s about meeting the needs of those who want a stylish solution without the hassle of carrying around full-sized versions. It will be a game changer for traveling, busy lifestyles, or spontaneous hair emergencies.” The Fold N Flair comes in a range of colors from standard neutrals to the brightest of bolds.

The executives behind Fold N Flair include Product Engineer & CEO, Prosenjit Bhattacharya, COO, Steven Jimenez, CIO, Caroline Bresee, CFO, Claire Pearson, Controller, Perla Barajas, and VP of Marketing, Jen Pino.

Fold N Flair has plans to continually improve and expand their product line. The current MSRP for the Fold N Flair is \$10 and is available in Merica and Nystock. “I’d love to see our production and distribution expand into other areas in the next 1-2 years”, says COO, Jimenez.

Today, you can find Fold N Flair at Sefora, Yulta and at all major hair product retailers. International expansion to begin in 2024.

### **About Fold N Flair**

Fold N Flair was founded in Long Beach, California in December 2023. Our mission is to produce and provide innovative, long-lasting, and high-quality hair care accessories geared towards the future. One percent of all our sales will go towards Locks of Love, a charity providing hair prosthetics to young people who have experienced hair loss due to medical conditions.

For more information visit [FoldNFlair.com](https://FoldNFlair.com) and @FoldNFlair on social media. For media inquiries, email [Media@FoldNFlair.com](mailto:Media@FoldNFlair.com)